

# Give your customers the experience they deserve

Communicate reliably anytime, anywhere

## CUSTOMER EXPERIENCE EXPECTATIONS ARE AT AN ALL-TIME HIGH

Outdated tools and fragmented systems compromise the customer experience and increase the workload of the employees serving them. Long wait times or disjointed experiences result in customer churn.

*Following a positive experience, consumer spending increases by up to 140%*



## BOOST CUSTOMER SATISFACTION AND REDUCE YOUR BOTTOM LINE

Customer Experience (CX) tools introduce automation and self-serve experiences that empower your employees and your customers so interactions are faster. Modern CX also eliminates the headache of updating outdated equipment.

## 01 FUTURE-PROOF COMMUNICATION Find and buy the leading solutions

Tap into the leading catalog of CX providers for robust collaboration, video conferencing, and messaging solutions.



UCaaS



Automation



SMS



CPaaS



Contact Center



Analytics



Artificial Intelligence

*...and more*



# 02

## OPTIMIZE FOR A MOBILE WORKFORCE

### Gain expertise without upskilling

Navigating the shift from on-premises to cloud communications requires diverse skill sets. We can help you migrate your workloads to the cloud and integrate collaboration tools.

### Benefit from expert guidance

From home offices to contact centers, your team faces an onslaught of calls and interactions from multiple channels. Our experts audit your CX infrastructure for seamless connectivity, wherever your users are.

# 03

## MANAGE YOUR CX WITH END-TO-END SOLUTIONS

- ✓ No need for upfront infrastructure investment and ongoing maintenance expenses.
- ✓ Predictable budgeting and cost savings through centralized management and call routing features.

UCaaS



CCaaS



Microsoft-integrated



## KEEP EMPLOYEES ONLINE WITH PREMIUM TECH SUPPORT

AppDirect is helping millions of users on their tech journey

**100K+**

annual calls for end user help desk services and on-boarding support

**96%**

of customer support calls resolved on the first call

**93%**

of customers rate us highly for our support services

Contact your advisor to find out how to simplify CX management.

### ABOUT APPDIRECT

AppDirect is a San Francisco-based B2B subscription commerce platform company that brings together technology providers, advisors, and businesses to simplify how they buy, sell and manage technology. More than 1,000 providers, 10,000 advisors and 5 million subscribers rely on the AppDirect ecosystem of subscription marketplaces to power their innovation, growth, and success. For more information about AppDirect, please visit [www.appdirect.com](http://www.appdirect.com).

